

Take This Free \$1.31 Coupon and 59¢ to Your Dealer and Get \$1.90 Worth of Famous PALMOLIVE TOILET PREPARATIONS

Every woman who reads this announcement is entitled to a Full Assortment of PALMOLIVE TOILET PREPARATIONS, the World-Famous Beautifiers, in accordance with the Special Introductory Offer, for the FREE COUPON worth \$1.31 and 59 cents in cash.

We gladly pay for you more than two-thirds of the price as an irresistible inducement to you to convince yourself of the wonderful virtues of PALMOLIVE SOAP, PALMOLIVE CREAM and PALMOLIVE SHAMPOO. These delightful Toilet Requisites combine, by a remarkable process, the oil of the Palm and the oil of the Olive. The famous beauties of Ancient Rome found the secret of lovely complexions, fair hands and beautiful hair in the use of these rare oils of the Orient. We have made it possible for the modern woman to avail herself of this in a scientific perfected blend.

You can now have, on your own toilet table, in more refined and perfected form than even the royal ladies of long ago, these wonderful preparations in which is combined the magic oils for beautifying and cleansing the skin and hair and preserving the freshness of youth. Bear in mind that we are offering regular full size cakes, jars and bottles of Palmolive Toilet Preparations—enough of each to absolutely prove their effectiveness and value.

You Get This



WHAT YOU GET ON THIS GREAT OFFER:

6 Cakes Palmolive Soap, Full Size . . . Regular Price, 90
1 Jar Palmolive Cream, Full Size Jar . . . Regular Price, 50
1 Bottle Palmolive Shampoo, Full Size Bottle, Regular Price, 50
All for the Coupon, worth \$1.31, and 59c in cash. Worth \$1.90

B. J. JOHNSON SOAP COMPANY, Milwaukee Wis.

Palmolive Free Coupon

This Coupon is Worth

\$1.31

This coupon is redeemable only by those dealers whose names appear in this advertisement, and entitles holder to the \$1.90 assortment of the FAMOUS PALMOLIVE SPECIALTIES, upon presentation of this coupon and 59 cents.

6 Cakes Palmolive Soap . . . \$0.90
1 Jar Palmolive Cream50
1 Bot. Palmolive Shampoo, worth . . .50
Total Value \$1.90

Toward the purchase of the \$1.90 assortment as advertised.

Customer Sign Here

St. and No.

N. B. This coupon not valid unless signed by customer with address.

This Coupon Void and Worthless after

B. J. JOHNSON SOAP COMPANY, Milwaukee, Wis. (7)

Cut This Out!

We Pay You to Make the Test

We might send you the money, but we do not know your name and address and we are not sure you would spend it for Palmolive Toilet Preparations. This coupon worth \$1.31 applies only on the purchase of our preparations and makes it easy for you to try them. The 59 cents pays the dealer for his trouble and the freight on the goods shipped to him.

We wouldn't dare make an offer of this kind but for our supreme confidence in the merits of Palmolive Toilet Preparations. Clip the coupon and hurry to the dealer before his supply is exhausted.

Facts About Palmolive Preparations

Palmolive Toilet Preparations are the purest and most perfect articles for the toilet ever offered to the modern woman.

From ancient times to the present the softening, soothing, cleansing and beautifying qualities of Palm and Olive Oils have been recognized. Modern science has succeeded in blending and combining these delightful oils in the form of these perfect Palmolive preparations.

Palmolive Soap

is made from palm and olive oils. It combines wonderful cleansing and purifying properties with softening, soothing, stimulating and beautifying qualities. So pure and soothing that prominent physicians recommend its use for the first water bath of infants. Palmolive lathers so quickly and freely, yet does not waste, hence is very economical.

Palmolive Cream

is the most delightful of all preparations for facial massage and to allay irritation of the skin. Invaluable for removing creases, wrinkles and "crow's feet." A protector for the skin. So pure, so mild and soothing that it may be used without the slightest hesitation on the tiniest baby.

Palmolive Shampoo

contains the same pure Oriental oils as Palmolive Soap. The perfect blend of these oils with other recognized ingredients makes it not only a perfect hair cleanser, but also a means of keeping the scalp in perfect condition to perform its proper functions. Baldness is more often due to neglect of the hair and scalp than any other cause. Healthy, heavy hair is easy to preserve, but difficult to restore. Get the PALMOLIVE SHAMPOO habit—it pays.

Only Dealers Listed Here Are Redeeming Palmolive Free Coupons

CENTRAL

Affleck's Drug Stores, 9th & D Sts. N. W.
Affleck's Drug Stores, 904 G St. N. W.
Affleck's Drug Stores, 15th & F Sts. N. W.
Christiani Drug Co., 426 Ninth St. N. W.
Christiani Drug Co., 7th & Pa. Ave. N. W.
Christiani Drug Co., 9th & Pa. Ave. N. W.
Goldenberg's, 7th & K Sts.
S. Kann, Sons & Co., 8th & Mkt. Space.
Lansburgh & Bro., 420-426 7th St. N. W.
O'Donnell's Drug Store, 904 F St. N. W.
O'Donnell's Drug Store, 13th & G St. N. W.
Palais Royal, A. Lisner, 11th & G St. N. W.
People's Drug Store, 7th & E St. N. W.
People's Drug Store, 7th & K St. N. W.
Riker & Hegeman Drug Store, 1006 F St.
The Rexall Store, 904 F St. N. W.
G. G. C. Simms, 723 14th, cor. N. Y. Ave.
Stone & Poole, 1210 Penna. Ave. N. W.
Temple Drug Store, cor. 9th & F Sts.
Woodward & Lothrop, 10th, 11th, F & G.

NORTHWEST

W. Armstrong, 3d & G Sts. N. W.
Asquith's Pharmacy, 1818 14th St. N. W.
Astoria Pharmacy, 3d & G Sts. N. W.
Ray T. Bailey, 11th St. & N. Y. Ave. N. W.
W. L. Board Phar., 1912 1/2 14th St. N. W.
Brunier's, 7th St. & R. I. Ave.
Butler & Field, Ind. Ave., 3d & D N. W.
Coblentz Pharmacy, Fla. Ave. & N. Cap.
C. F. Collins, N. J. Ave. & M St. N. W.
Day & Co., 5th & G Sts. N. W.
Day & Co., 14th & P Sts. N. W.
Alvin N. Day, 11th St. & Park Road N. W.
Darby-Sparks Co., 1954 Calvert St. N. W.
Chas. H. De Ford, 14th & Clifton N. W.
Emerald Pharmacy, 4th St. & Mass. Ave.
Empire Pharmacy, 1301 7th St. N. W.
Lewis Flemer, 18th & Col. Road N. W.
L. H. Forster, 11th & M Sts. N. W.
Genter's Pharmacy, 14th & U Sts. N. W.
J. C. Haley, 14th & Vermont Ave. N. W.
Harvard Phar., 11th & Harvard Sts. N. W.

Harry Hill Pharmacy, 2434 18th St. N. W.
Howard Pharmacy, 10th & R Sts. N. W.
Howley's Phar., Vermont Ave. & S St.
Hygeian Phar., Mass. Ave. & 2d St. N. W.
Theo. A. T. Judd, 14th & Girard Sts. N. W.
Kenesaw Phar., Mt. Pleasant & Irving Sts.
H. W. Kenner, 17th & Q Sts. N. W.
W. T. Kerfoot, 7th and L Sts. N. W.
W. P. M. King, 14th & Mass. Ave. N. W.
George Latterner, 30th & M Sts. N. W.
Leon Drug Co., cor. 10th & D Sts. N. W.
Linton & Nelson, N. Capitol & R.
Linton & Nelson, 1st & R. I. Ave. N. W.
The Loop Phar., 1954 Calvert St. N. W.
Market Pharmacy, 20th & K Sts. N. W.
W. F. Mattingly, 14th & L Sts. N. W.
Robt. L. McGuire, 9th & You Sts. N. W.
Morgan Bros., 30th & P Sts. N. W.
Morse's Pharmacy, 1904 L St. N. W.
Napper's Pharmacy, 7th & Fla. Ave. N. W.
Napper's Pharmacy, 5th & Fla. Ave. N. W.
N. G. O'Donnell, Wis. Ave. & P St. N. W.
W. J. O'Donnell, Wis. Ave. & M St. N. W.
Geo. P. Parton, 3161 Mt. Pleasant St.
N. V. Pattie, Park Rd. & Geo. Ave. N. W.
Paul Pearson, 18th & Fla. Ave. N. W.
R. T. Petzold, 11th & Harvard Sts. N. W.
Proctor's Pharmacy, 2200 14th St. N. W.
Quigley's Pharmacy, 21st & G Sts. N. W.
W. S. Richardson, 14th & R Sts. N. W.
F. H. Ridgway Phar., Conn. & Fla. Ave.
W. C. Simmons, 20th & K Sts. N. W.
Slattery's Pharmacy, 4th & Mass. Ave.
W. L. Smith, 4th & Elm Sts. N. W.
Tipton & Meyers, 14th & R. I. Ave. N. W.
The Victoria Phar., 14th & Clifton Sts.
Otis H. Wood, Stoneleigh Court.
Edwin Yarnold, 14th, cor. Monroe St.

NORTHEAST

Chas. T. Conrad, Jr., 14th & N. C. Ave.
Day & Co., 20th & R. I. Ave. N. E.
Lewis Flemer, 7th & Maryland Ave. N. E.

Chas. J. Fuhrmann, 8th & E. Cap. Sta.
George J. Geiger, 6th & B Sts. N. E.
C. G. Lennon, 12th & Newton Sts. N. E.,
Brookland, D. C.
L. Hoyt Lamb, 11th & E. Capitol St.
Mackall Bros., 9th and H Sts. N. E.
R. N. MacWilliams, 1245 H St. N. E.
McChesney & Joachim, 6th & K Sts. N. E.
McChesney & Joachim, 2d & E Sts. N. E.
McChesney & Joachim, 8th & F Sts. N. E.
The Nelson Phar., 4th & Md. Ave. N. E.
H. E. Sprucebank & Co., 5th & E. Cap.
Augustus C. Taylor, 201 Md. Ave. N. E.
Yeatman's Drug Store, 7th & H Sts. N. E.

SOUTHEAST

Bradley's Pharmacy, 14th & Pa. Ave. S. E.
J. T. Hoskins, 1300 S. Cap. St. S. E.
C. M. Neely, 11th & C Sts. S. E.
O'Donnell's Drug Store, 301 Pa. Ave. S. E.
H. E. Sprucebank & Co., 2d & Pa. Ave.
Van Emon's Drug Store, E. Cap. & 13th.

SOUTHWEST

Theo. T. T. Judd, 7th & F Sts. S. W.
W. S. Richardson, 316 1/2 St. S. W.
W. S. Richardson, 4 1/2 & F Sts. S. W.
J. Walter McDonald, 4 1/2 & L Sts. S. W.
Charles S. Walter, 901 4 1/2 St. cor. I.

SUBURBAN

Ballston Pharmacy, Ballston, Va.
S. W. Ford, Hyattsville, Md.
W. F. Mattingly, Takoma Park, D. C.

ALEXANDRIA

E. L. Allen & Co., King & Wash. Sts.
H. D. Ashton & Co., 1028 King St.
Gibson's Pharmacy, King & Alfred Sts.
W. L. Grimes, 1120 King St.
E. S. Leadbeater & Sons, Fairfax & King,
The Rexall Store, 616 King St.
C. J. W. Summers, Duke & Alfred Sts.,
Wm. P. Taylor, 616 King St.